ISTE Books

Proposal and Submission Guidelines

"ISTE's books help translate the latest trends in education into actionable next steps for educators of all disciplines. With a wide range of voices and topics, there's something for every educator."

— Adam Bellow, Co-Founder, Breakout EDU

The International Society for Technology in Education (ISTE) is home to a passionate community of global educators who believe in the power of technology to solve tough problems in education. ISTE delivers evidence-based professional learning, virtual networks, thought-provoking events and the ISTE Standards. ISTE has a worldwide presence through our extensive affiliate program and our annual conference.

Why publish with ISTE

ISTE is also the leading publisher of books focused on technology in education. Our books and jump start guides promote revolutionary ideas and leading-edge practices that empower learning and teaching in a connected world. They cover a range of edtech topics and tie effective teaching and leadership strategies directly to the ISTE Standards, providing clear, practical guidance to help educators meet the Standards. We are always looking for new authors and innovative ideas, as well as compelling new projects from our current authors.

"The ISTE team goes the extra mile to make things work so that everyone involved feels respected, their needs are met, and the intention of the writing is honored. I look forward to publishing more work with them in the future!"

— Liz Kolb, author of *Learning First, Technology Second*

> "Publishing my first book with ISTE was an amazing learning experience. The books team was knowledgeable and a true pleasure to work with."
> — Tim Needles, author of *STEAM Power*

Value to the community: Our community of readers includes K–12 classroom teachers, tech coordinators, school and district leaders, coaches, higher-ed teachers, and teacher-librarians. They value our products for their robust instructional approach, thoughtful pedagogy, technical accuracy and attention to detail. Our authors value ISTE's commitment to each project we publish and our deep respect for authors' knowledge and expertise.

Author support and outreach: Our support extends to marketing and distribution. We make sure each book is available through as many channels as possible, including key retailers and ISTE's own store, with promotion via ISTE's member newsletter Empowered Learner, as well as inclusion in our Books Update newsletter and in email campaigns to customers who purchased other ISTE book products. We seek out reviews and secure opportunities for interviews, including spots for authors on our BAM Radio podcast, Learning Unleashed.

A global audience: Our books have been translated into many languages, and we do regular outreach to international publishers to make our books available to the international market. We partner with companies like Eurospan and Hawker Brownlow to distribute our books internationally and exhibit our books at the world's largest international book fairs.

Become an ISTE author

If you are an experienced writer or thought leader, we'd love to hear from you! Please include responses to the following questions in your proposal so we can get a clear idea of what your book is about, who you are writing it for, and why it is important in your field.

Title information

- Tentative title and subtitle
- Educational technology topic(s) addressed
- Pedagogies/learning theories addressed

Author information

- Name

- Position and affiliation

- Curriculum vitae/resume/relevant biographical information for primary author

- Brief bios for any coauthors or contributing authors

- A list of any places your writing has appeared (if not included on CV)

- Contact info: Mailing address, phone, email

- Social media info: Twitter/Instagram handle, website, blog, etc.

- ISTE affiliation (if any)

Content information

- **Concept:** In one or two paragraphs, explain the concept or central thesis of the book.

- **Table of contents:** Provide a detailed outline of the work, including section headings, chapter headings, subheadings and appendixes. Include ta brief synopsis of each chapter, clearly representing the organization of ideas in the book.

- **Sample chapters (recommended):** If possible, send one or two chapters that are an integral part of the work. They do not have to be in sequence, but they should be representative of the content and writing style of the text as a whole. Please try to submit chapters that are particularly innovative or unique or that provide a clear indication of your main ideas.

- **Digital components:** Provide a list of ideas for digital components that you would like to include with the book, eg., QR codes linking to outside resources, bonus content that could be hosted online, sample code (if applicable), etc.

"The ISTE name, brand, and publications are highly respected! Becoming an ISTE author has been one of my greatest professional experiences and has opened countless doors for me in education spaces."

– Jorge Valenzuela, co-author of *Environmental Science for Grades 6–12*

> "The ISTE publishing team provided outstanding guidance and support. Their warm, friendly, and fun spirits; their expertise and knowledge; and their responsiveness to our every question made our journey as first-time authors a great joy. We are grateful for ISTE's book mentorship!
>
> – Karalee Wong Nakatsuka, co-author of *Bring History and Civics to Life*

- **ISTE Standards:** Include an explanation of how you will address the ISTE Standards. Note: The book should address at least one section of the Standards (Students, Educators, Coaches, Education Leaders, CT Competencies) but does not need to address all of them.

- **Other information:** Note if any portion of the book has been previously published in any format.

Audience and market information

- **Audience:** Describe the work's intended audience: Who will be interested and benefit most from your work? How will readers use your book? What kind of technical background will readers need?

- **Outstanding features:** List what you consider to be the most distinctive or unique features of the work. What will it offer that previous or similar works do not? How will it contribute to the field and/or the future of educational technology? What problems can it help solve?

- **Market:** Explain why there is a need for this book. How large is the market for this book? How do you plan to promote your book? Does the book have potential for course adoption at any level?

- **Competition:** List any current books that your work will compete against or is similar to and discuss their specific strengths and weaknesses. Spell out how your material will be different from these competing works. If there is no direct competition to your proposed book, then address this in terms of the general market for the topic.

Manuscript information

- How many pages, illustrations, appendixes, etc., will the completed work have?

- What is the timetable for completing the work? What portion is now complete?

Email your proposal to: books@iste.org